

Brenda Ebel Kruse



Experience the ease of working with a senior-level creative who exhibits a passion for finding innovative ideas in B2B & B2C. You'll appreciate my Midwestern ethic of hard work to manage the challenges of deadlines, budgets, & people. You name it, I've likely written it! My past work includes everything from blogs to brochures, scripts to signage, even posts & tweets. I'm also a writer with a strong sense of visual impact. Check out my online portfolio & let's get to work!



Brenda,
the AD-RITR

www.AD-RITR.com

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(319) – 988 - 9838

Northwest Iowa



Clients/Work History

AD-RITR Creative Services

August 1996 – Present

Copywriter, Creative Director, & Content Creator

Delivering ad copywriting and creative content to Fortune 500 clients across the country, primarily in print/collateral, digital/video, and social media. Skilled at translating technical topics into effective marketing materials and brand-building initiatives. Knowledgeable in community-supporting social media efforts. Able to find emotional connections to tell client stories that relate to a range of audiences.

- See Our Solutions (St. Louis, MO) 2015-2019
Scripted Online New Product Announcement videos quarterly for John Deere's customers and dealers
- Independent Photo Imagers (Las Vegas, NV) 2013-2015
Marketing Manager/Archiving & Organizing Expert
- Kuhn Krause, Inc. (Hutchinson, KS) 2010-2013
Wrote video-scripts & marketing materials for tillage tools
- Cedar Falls Utilities (Cedar Falls, IA) 2009-2010
Marketing Communications Specialist
- Case IH Ag Equipment & CASE Construction Equipment @ Becker Communications (Racine, WI)
- Deere & Company Ag/L&G (Moline, IL) @ Osborn & Barr Communications (St. Louis, MO)
- Massey Ferguson/AGCO Ag Equipment (Duluth, GA) @ Roberson Marketing (Des Moines, IA)

Education

1990-1993 | Drake University, Des Moines, IA

B.A. Advertising/Creative with College Honors

Bonus Skills

Since 2018 | Chamber of Commerce & Marketing Hometown
Social Media Lead & Event Planner

Since 2018 | Wonderland Theater
Volunteer Board Member & Social Media Manager

Since 2019 | South O'Brien Community Schools
School Board Member & Substitute Teacher

Other Claims to Fame

○ **Oprah called me**
May 28, 2008 voicemail; then named a product I plugged as one of her Top 10 All-Time Favorites in O, The Oprah Winfrey Magazine, Dec 2008

○ **Authored a book**
Wrote John Deere Collectibles, a 128-pg hardcover of history through memorabilia in 2001; then toured, wrote editorials & created BleedingGreen.com

Industries

- Agricultural Equipment Manufacturers & Services
- Precision Ag Technology
- Agribusiness Financial
- Animal Health
- Crop Protection & Biotech
- Industrial & Automotive
- Energy & Environmental
- Photo Retail & Gifts
- Non-profits & Communities



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